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Attorney Docket No.: Google-35APP (GP-090-00-US)

Applicants: Jeffrey A. DEAN, et al.

Serial No.: 10/748,870

Confirmation No.: 3713

Filing Date: December 29, 2003

Title: IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR
PRESENTING RELATED INFORMATION IN ASSOCIATION WITH
CONTENT-RELATED ADVERTISEMENTS

Examiner: Wilson W. Tsui

Group Art Unit: 2178

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

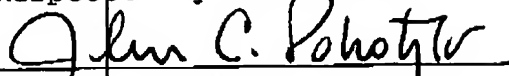
REQUEST FOR A ONE (1) MONTH EXTENSION OF TIME

In response to the final Office Action mailed on March 17, 2010, which set a time for response to expire on June 17, 2010, please extend that period one (1) month to expire on July 17, 2010. The Patent Office is authorized to charge the fee of \$130.00 and any fee due to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

07/21/2010 JVONG1 00000006 501049 10748870
01 FC:1251 130.00 DA

July 19, 2010

Respectfully submitted,



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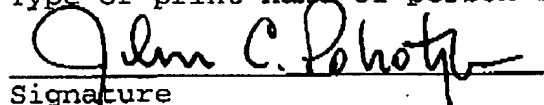
STRAUB & POKOTYLO
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CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

John C. Pokotylo

Type or print name of person signing certification



Signature

July 19, 2010

Date